PHILIP MORRIS U.S.A. **INTEROFFICE CORRESPONDENCE**
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution **DATE:** June 3, 1991

FROM: Laurie Funess Laurie

SUBJECT: **NEW BRAND DISTRIBUTION - SPACE**

On May 13th, the brand packings below were launched at retail. As indicated below, these packings have specific introduction strategies, which may be atypical of a "true" national launch.

PACKINGS	MARKETS	CATEGORY	PRIORITY STORE TYPES
Cambrige Lowest (85's and 100's)	Total U.S.	Ultra Low Tar	Supermarkets and Drug Stores All Other
Commander (Non-filter 70's and 85's)	Regions 1,3,4,5	Non-filter	Drug Stores Indep. Supermakets All Other
Bristol Lowest (85's and 100's)	Region 2	Ultra Low Tar	Prior Bristol Dist. Supermarkets Drug Stores All Other

HIGHLIGHTS

The following are SPACE distribution numbers after two (2) weeks at retail:

PACKINGS	OVERALL DIST.	% STORES CONTACTED	% DIST. IN STORES CONTACTED
Cambridge Lowest	12%	45%	23%
Commander	9%	45%	16%
Bristol Lowest	13%	48%	25%

While the Cambridge and Bristol packings are new line extensions, those for Commander constitute a relaunch with coupons attached to product.

Until now, the ICR did not track Commander so its SPACE distribution level prior to the relaunch was not known. As a result, the Commander distribution numbers reported here are only for the relaunched versions.

Summaries by trade class and Section are attached on tables 1-6 for reference. If you have any questions or require additional information, please let me know.

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Source: https://www.industrydocuments.ucsf.edu/docs/jkcy0004

Distribution:

R. Anise√
S. Bloom
S. Bowers
D. Dangoor
C. Finch
A. Goldfarb
B. Hopkins
J. Kuhlman
N. Lund
R. Martindale
M. Mahan
D. Mazzitelli
E. Merlo
T. McCarthy
R. Mikulay
D. Miller
E.H. Mize
M. Moore
D. Nelson
B. O'Brien
R. Olson
N. Parmet
S. Sabella
B. Schulyer
J. Scully
A. Sinha
M. Szymanczyk
S. Vazquez

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